

Message Text

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PAGE 01 ISLAMA 08126 031259Z

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ACTION CU-04

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FM AMEMBASSY ISLAMABAD

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UNCLAS ISLAMABAD 8126

E.O. 11652 N/A

TAGS: BEXP, SCUL, UNDP, PK

SUB: COMMERCIAL EXHIBITIONS IN US OF PAK FOLK CRAFTS

1. UNDP STAFF HAS INFORMALLY APPROACHED EMB FOR GUIDANCE ON PROPOSAL TO MOUNT TRAVELLING EXHIBIT IN US OF PAKISTANI FOLK CRAFT IN ORDER TO EVALUATE POTENTIAL FOR FUTURE EXPORT INDUSTRY. UNDP HAS PROGRAM TO ASSIST GOP TO DEVELOP EXPORT HANDICRAFT INDUSTRY. PROGRAM EXPERT BELIEVES THERE IS US MARKET FOR HIGH-VALUE PAKISTANI FOLK CRAFTS IN THE CARPET, GARMENT AND WOODCRAFT SECTORS. UNDP NEEDS METHOD TO EVALUATE THIS US MARKET AND TO RECEIVE SUGGESTIONS FROM POTENTIAL US BUYERS ON DESIGN AND QUALITY CONTROL.

2. UNDP EXPERT PROPOSES MOUNTING REASONABLY LARGE AND REPRESENTATIVE EXHIBITION OF GOOD QUALITY ITEMS FROM ABOVE SECTORS PLUS A FEW OTHER HANDICRAFTS AND ANTIQUITIES TO DRAW INTEREST. SHE PROPOSES TO EXHIBIT THESE ITEMS UNDER MUSEUM OR ASSOCIATION SPONSORSHIP IN SELECTED US CITIES WITH ONE PERIOD IN EACH CITY SET ASIDE FOR AN EXHIBITION FOR AND DIALOGUE WITH A SELECTED COMMERCIAL COMMUNITY. EXHIBITION AND TRANSPORTATION COSTS WOULD BE THE RESPONSIBILITY OF UNDP.

3. THE SPECIFIC REQUEST MADE OF THE EMB WAS TO ESTABLISH CONTACT WITH APPROPRIATE OFFICIALS IN THE SMITHSONIAN INSTITUTE AND PROVIDE NAMES AND ADDRESSES OF FIRMS, ASSOCIATIONS AND TRADE SHOWS IN THE US WHICH MIGHT ASSIST

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PAGE 02 ISLAMA 08126 031259Z

IN THIS PROGRAM. UNDP AWARE THAT SMITHSONIAN ARRANGED

SMITHSONIAN DISPLAY AND US TOUR FOR SIMILAR PROJECT FROM
NEPAL. EMB WAS UNABLE TO FIND APPROPRIATE CONTACT
ADDRESSES IN ITS COMMERCIAL LIBRARY AND WOULD APPRECIATE
GUIDANCE AND SUGGESTIONS FROM THE DEPT. ADDRESSES OF
MUSEUMS OR ASSOCIATIONS WHICH MIGHT COOPERATE IN SUCH A
PROJECT AND THE NAME OF THE APPROPRIATE SMITHSONIAN CONTACT
WOULD BE HELPFUL. UNDP WILL THEN CORRESPOND DIRECTLY.
BYROADE

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